

**California Department of Corporations**

**Education and Outreach Unit  
Annual Report**

**for the Period July 1, 2008  
through June 30, 2009**

**State of California  
Governor Arnold Schwarzenegger**

**Business, Transportation and  
Housing Agency  
Dale Bonner, Secretary**

**Department of  
Corporations  
Preston DuFauchard,  
Commissioner**

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## **The Education and Outreach Unit**

Created in 2005, the Education and Outreach (E&O) Unit works to fulfill the Department's mission to educate Californians about the risks and rewards of investing and finances. Through its outreach programs, Seniors Against Investment Fraud (SAIF) and Troops Against Predatory Scams (TAP\$), the E&O team seeks to inform populations at-risk for fraud and scams how to avoid becoming targets for con artists. The team also produces publications in multiple languages to provide fraud prevention and financial literacy-related information for all Californians.

The Education and Outreach Unit works in concert with other State departments such as the Contractor's State License Board at the Department of Consumer Affairs and the Department of Financial Institutions to spread awareness of key financial concepts. The E&O team looks for opportunities to develop relationships with key partners to leverage resources and gain entry into diverse communities. The team is always interested in your suggestions, so please feel free to contact us at [outreach@corp.ca.gov](mailto:outreach@corp.ca.gov)

### **I. Executive Summary**

The 2008-2009 State fiscal year saw many challenges. The E&O team continued to place priority on nurturing existing partnerships. For example, the team worked with the Contractor's State License Board (CSLB) to participate in over 15 Senior Scam Stoppers. The events, held in conjunction with local legislators at local senior centers across the state, have reached thousands of seniors with important financial information in addition to warnings about fraud and scams. The SAIF program contractors continued to perform excellent work in educating California seniors about the risks and rewards of investing.

The E&O team and the TAP\$ program also partnered with the PBS television series MoneyTrack to produce an educational webinar about predatory lending. The webinar aired on Veteran's Day on the MSN Money website's home page, attracting over 10,000 viewers. The team also produced a series of podcasts, which are posted on the DOC website along with several new publications (please see Section IV).

## **II. SAIF PROGRAM**

During the 2008/2009 fiscal year, the Seniors Against Investment Fraud (SAIF) program marked its eighth year of operations. The SAIF program educates consumers throughout the State about the scams and financial frauds impacting California seniors.

The program continues to empower consumers with information and resources to help make more informed investment decisions, as well as helping people to recognize the “red flags” signs that are the warning signs for fraud.

The SAIF message is presented at venues where seniors gather for seminars, presentations, and health fairs. The SAIF booklet, “Protect Yourself From Fraud” is distributed at all SAIF presentations and includes information on investment scams, telephone scams, other common scams, as well as information about protecting one’s identity. The booklet, in its 2nd edition, is referred to by many seniors and senior advocates as “the Teal Bible” because of the helpful information and resources it contains. Over the past eight years, SAIF has reached hundreds of thousands of Californians with its investor protection message and distributed hundred of thousands educational materials.

<b>SAIF Contractors 2008-2009</b>	
<b>Northern California</b>	<b>Central and Southern California</b>
Human Services Agency, San Joaquin RSVP	All Peoples Christian Center RSVP
Elder Financial Protection Network (EFPN)	Central Coast RSVP
Golden Umbrella	City of Burbank RSVP
Mills-Peninsula Senior Focus	County of Riverside (CARE Program)
(San Mateo RSVP)	Kings/Tulare RSVP
RSVP of San Francisco and Alameda	Orange County Council on Aging
	Oxnard RSVP
	RSVP of Greater Whittier
	RSVP West Valley
	San Diego RSVP

### **Active SAIF Volunteers**

Approximately 100 active SAIF senior volunteers reported a total of 1,533 SAIF volunteer hours in SFY 2008-2009.

### **SAIF Partnerships**

The SAIF Program has formed more than 170 partnerships with various federal, state, and local agencies, as well as non-profit organizations, consumer advocacy groups, law enforcement, and others that advocate prevent senior abuse prevention. Partners help SAIF program to leverage its resources, reaching more consumers with more information than working alone could ever hope to accomplish.

## **2008-09 Event Highlights**

### **Call To Action Conference**

Jenefer Duane, CEO of the Elder Financial Protection Network (EFPN), a SAIF contractor, hosted “The Call To Action Conference” on March 26, 2009. Call to Action brought together over 300 representatives from financial institutions, law enforcement, adult social service agencies and the legal community to demonstrate “collective determination” to help sharpen the focus and commitment to protect California seniors.

Breakout sessions led by experts in their fields included topics such as Community Education & Advocacy Resources; Legislative Updates; Prosecuting & Litigating Elder Financial Abuse; Updates on Conservatorships/Private Professional Fiduciary; and Updates from APS, Law Enforcement & the Solano County Financial Abuse Specialist Team (FAST).

### **Senior Awareness Day**

San Joaquin County Aging and Community Services RSVP (a SAIF Contractor) Director Olivia Briestmeister and her Event Coordinator Annette DePauli teamed up with the Senior Awareness Day Planning Committee to host “Seniors in the Spotlight.” On May 28, 2009 the 31st Annual Senior Awareness Day event was held at Micke Grove Regional Park in Lodi, CA. E&O Director Andrew Roth participated as one of the featured event speakers. There were approximately 120 exhibitor booths and some 2,000 consumers in attendance to gather information and have fun...a great way to celebrate Older Americans Month!!

### **Senior Scam Stoppers**

The Education and Outreach Unit regularly participates in Senior Scam Stopper events hosted by the Contractors State License Board in conjunction with support from California legislators and local elected officials. During the 08-09 fiscal year, SAIF participated in events with the following legislators:

Congressmember Jane Harman	(36th District)
Congressmember Wally Herger	(2nd District)
Congressmember Grace Napolitano	(38th District)
Congressmember Loretta Sanchez	(47th District)

Senator Lou Correa	(34th District)
Senator Robert Dutton	(31st District)
Senator Loni Hancock	(9th District)
Senator Gloria Negrete McLeod	(32nd District)
Senator Leland Yee	(8th District)

Assemblymember Ed Hernandez	(57th District)
Assemblymember Kevin Jeffries	(66th District)
Assemblymember Fiona Ma	(12th District)

Assemblymember Tony Mendoza (56th District)  
Assemblymember William Monning (27th District)  
Assemblymember Pedro Nava (35th District)

Councilmember Jan Perry (9th District)

CA State Controller John Chiang

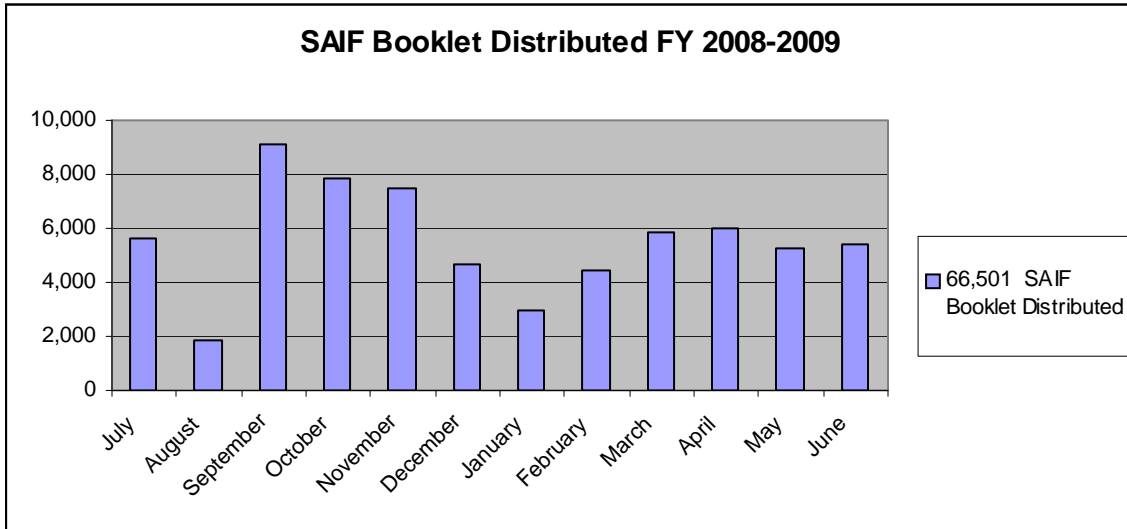
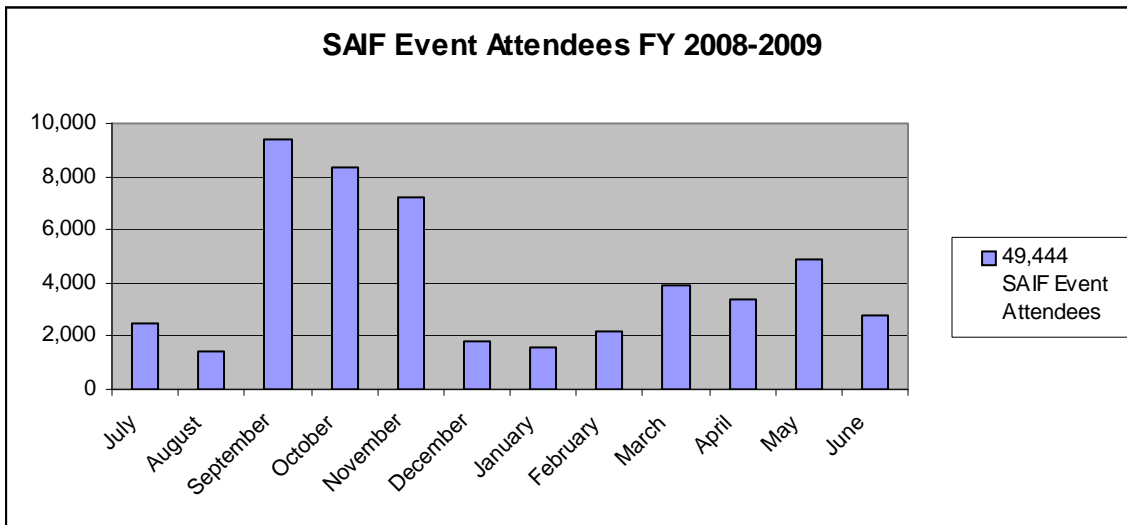
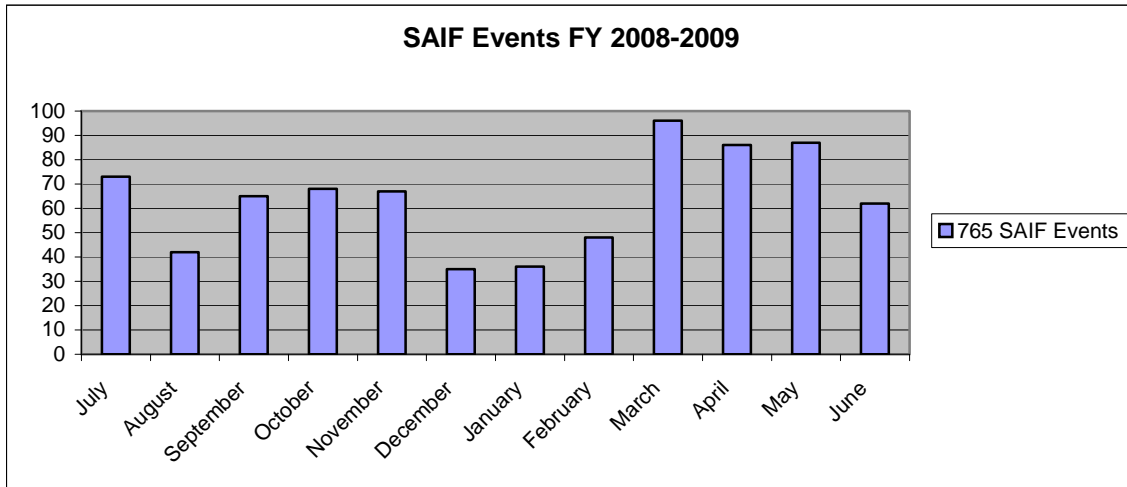
**Congressional/  
Legislative Outreach**

Corporations Examiner Supervisor Frankie Hornick staffed a resource table at the Foreclosure Prevention Seminar in the City of Baldwin Park. The event was hosted by 57th District Assemblymember Ed Hernandez and focused on the current legislative initiatives on how to avoid foreclosure.

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## SAIF by the Numbers 2008-2009

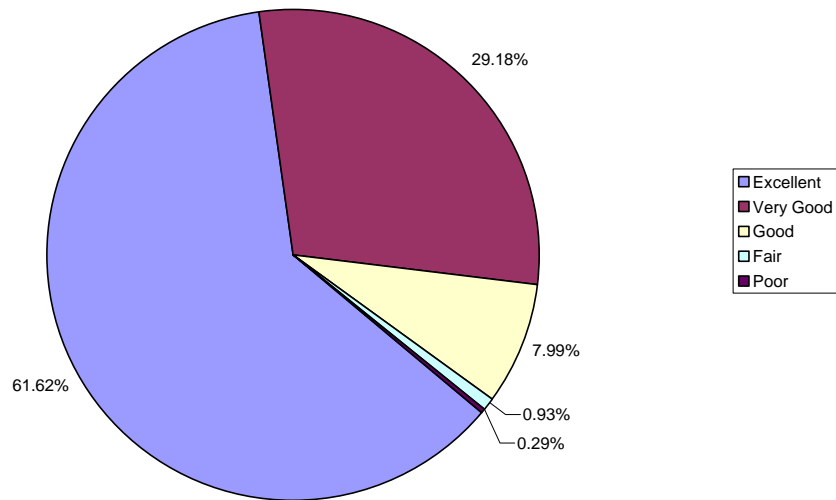




## SAIF Evaluation

More than 90% of SAIF audience members rated the information provided as either “excellent” or “very good” in quality.

SAIF Evaluation Forms Statistical Report FY 08-09  
Rating for Information Provided



**Consumer Resource Center / Senior Calls**

The Department of Corporation's toll-free number, 1-866-ASK-CORP (1-866-275-2677), is prominently displayed on all E&O publications, including SAIF materials. SAIF asks seniors to call the DOC if they have questions about a financial solicitation. By phoning the Department's toll-free number, callers receive assistance from a Consumer Resource Center (CRC) representative or a member of the SAIF team.

SAIF Calls		
Month	Handled	Referred
Jul-08	25	1
Aug-08	21	-
Sep-08	15	8
Oct-08	6	9
Nov-08	8	9
Dec-08	10	6
Jan-09	8	8
Feb-09	11	8
Mar-09	19	17
Apr-09	24	17
May-09	28	10
Jun-09	20	7
FY 08/09	195	100

### **III. TAP\$ PROGRAM**

California TAP\$ (Troops Against Predatory Scams) is a program administered by the California Department of Corporations and funded by a grant from the Investor Protection Trust (IPT). TAP\$ educates California's military troops on how to avoid falling prey to financial and investment fraud. California TAP\$ also serves as the enforcement arm against financial fraud crimes by taking action against the predators targeting our troops.

#### **Event Highlights**

The Financial Regulatory Authority (FINRA) once again invited TAP\$ to partner on presentations made to California military installations held during January 2009. The "sweep" of bases this year included the Marine Corp Recruit Depot, Camp Pendelton and Miramar. During the sweep, some 2,500 TAP\$ booklets were distributed to events attended by over 3,000 servicemembers.

In the fall of 2008, TAP\$ partnered with the PBS series Money Track, also funded by a grant from the Investor Protection Trust (IPT), to produce a webinar called "Commander's Call: Scams and Predatory Lending." Hosts Pam Krueger and Jack Gallagher interviewed a panel comprised of Tom Bradley, a Base Financial Counselor at Travis Air Force Base; June Walberg, a Certified Financial Planner and advice blogger with USAA; and Andrew Roth, DOC Director of Education and Outreach. The topics covered in the show included predatory lending, financial security and debt management. The webinar debuted on Veteran's Day and was hosted by the MSN Money homepage. Over 13,000 unique views of the webinar were posted in one day!

#### **TAP\$ Partnerships**

The TAP\$ program has established partnerships with FINRA, the Fleet and Family Services Center in San Diego, the US Department of Defense and Travis Air Force Base, among others. Developing partnerships with organizations that possess key distribution networks helps to leverage limited resources and has been instrumental in making the TAP\$ program a success!

#### **IV. FY 08-09 PUBLICATIONS**

##### **TAP\$ – 2nd Edition**

TAP\$ educates servicemembers and their families about financial common sense. This booklet contains valuable information on investment and financial fraud, predatory sales practices, and scams directed at military members. **50,000 copies printed**

##### **Dept. of Corporations Tri-fold (Spanish Version)**

This tri-fold provides a brief overview of the California Department of Corporations. The mission of the Department of Corporations is to ensure an efficient and accessible financial services marketplace in California, educate the public about the risks and rewards in investing and finances, and enforce California's financial services laws to protect the public from fraud. **30,000 copies printed**

##### **CDDTL 2nd Edition (English)**

The California Deferred Deposit Transaction Law tri-fold is an informative brochure that educates the public about Payday Loans. There is also information about loans to military members and their dependents. **250,000 copies printed**

##### **Sandwich Generation: Caught in the Middle**

This brochure demonstrates the importance of parents educating their children about financial issues. Children raised with money management skills will be better prepared for their own financial success. **(printed by NASAA)**

##### **NASAA: Madoff – A 21st Century Ponzi Scheme**

This flyer explains what a Ponzi scheme is and how consumers can protect themselves. It also provides a real life example of the Bernie Madoff Ponzi scheme. **1,000 copies made**

##### **NASAA: Financial Crisis – Investor Tips for A Down Market**

This one-page flyer contains valuable information for the public on topics such as 401(k)s, working with a financial planner and money markets. **1,000 copies made**

##### **NASAA: Planning Your Retirement with Confidence:**

Developed primarily for workplace employees who are pre-retirees, the information in these flyers will be delivered through seminars at the workplace. **(printed by NASAA)**